SolidData

Panel book in the Baltic states

≫ SolidData online panel is actively-managed and built from scratch. Panel is research-only, wholly owned and built in a consistent manner to ensure that the panel is responsive, balanced and reliable – the foundations for a quality research. Panel management is compliant with all relevant market research industry standards, data protection and privacy laws.

SolidData panels are proprietary panels. We are not a panel aggregator. SolidData proprietary online access panels are managed exclusively for SolidData researchers, providing greater control over the type and frequency of surveys delivered to individual panellists.

SolidData client list includes marketing and research agencies as well as international research companies that don't have their own panels in the Baltic States. Delivering to clients with specific needs for technical programming and a demand for high quality standards, SolidData has gained an excellent experience in implementing various research projects during past 6 years.

≫ Price for a sample is calculated based on 3 main criteria:

Sample size + Target group criteria and quotas + Length of an interview

≫ Samples for online studies are drawn from the panel according to client's specification (either demographically representative, or targeted) and randomly selected within the data base, according to the quotas set in the questionnaire.

SolidData can target the respondents based on various criteria:
- If the required criteria are based on already known socio-demographic profile within our data base, we can target directly those respondents that correspond to these criteria.
- If the required criteria is very narrow (e.g. users of Fructis shampoo), we usually add a filter question at the beginning of the survey.
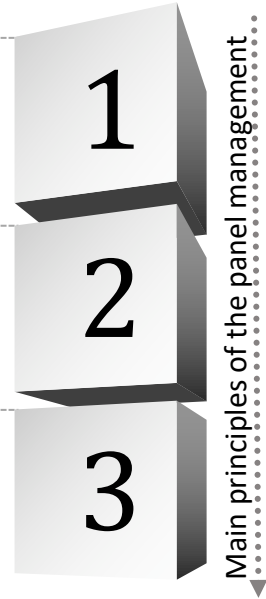
Online panel recruitment

1
During the recruitment process the new panellists are informed and they agree to participate in the market research surveys. Voluntary basis come and go.

2
Regular panel screening to remove unresponsive and low-quality panellists

3
Representative to the national population

Online panel quality

1
Unique respondents
Respondents are who they say they are.
Screening of e-mail addresses.

2
Honest respondents
Participating in the study, respondents give honest answers and avoid giving misleading answers.

3
Engaged respondents
Provide well thought-through answers and avoid giving superficial answers (eliminating speeders and straightliners).

4
Professional respondents
To avoid fake or duplicate participation in the surveys aimed to receive higher chance in the prize draws, SolidData carefully selects prize schemes. Among others, SolidData regularly organizes surveys with no prize or bonus schemes.

Socio-demographic profile of Online Panel in **Estonia**

Size of the panel: 11 500 respondents

Personal income level per month, net:

Income level	% of Online Panel
No income	4%
Till 299 EUR	14%
300 – 499 EUR	21%
500 – 699 EUR	20%
700 - 999 EUR	22%
1000 EUR and more	19%

Household income level per month, per one person, net:

Income level	% of Online Panel
Till 299 EUR	22%
300 – 599 EUR	42%
600 – 799 EUR	18%
800 EUR and more	18%

Size of household

Number of people in the household	% of Online Panel
1	18%
2	39%
3	19%
4	17%
5 and more	7%

Administrative territory

Territory	% of Online Panel
Harju county	44%
Tallinn	32%
Hiiu county	1%
Ida-Viru county	12%
Jõgeva county	2%
Järva county	2%
Lääne county	2%
Lääne-Viru county	4%
Põlva county	2%
Pärnu county	6%
Rapla county	3%
Saare county	2%
Tartu county	12%
Tartu city	8%
Valga county	2%
Viljandi county	4%
Võru county	2%

Age

Age	% of Online Panel
15-19 years	7%
20-29 years	20%
30-39 years	20%
40-49 years	19%
50-59 years	19%
60-69 years	15%

Gender

Gender	% of Online Panel
Male	46%
Female	54%

Language

Main language	% of Online Panel
Estonian	70%
Other (mainly Russians, Ukrainians, Belarusians)	30%

Industry of employment

Industry	% of Online Panel
Wholesale and retail trade	20%
Manufacturing	14%
Education	9%
Accommodation, catering, other services	10%
Buildings, construction, real estate	8%
Transportation and storage	7%
Health and social work	7%
Public administration	6%
Administrative and support services	5%
Professional, scientific and technical	3%
Financial, insurance activities, banking	3%
Arts, entertainment	2%
Other	6%

Level of occupation

Occupation	% of Online Panel
High and middle level manager (company or department manager)	8%
Professionals, specialists working at office	39%
Plant, warehouse and other physical work	20%
Service, sales and support workers	13%
Craft and related trades workers	12%
Other level	9%

>> Socio-demographic profile of Online Panel in **Lithuania**
Size of the panel: 24 000 respondents

Personal income level per month, net:

Income level	% of Online Panel
No income	6%
Till 299 EUR	25%
300 – 499 EUR	23%
500 – 699 EUR	19%
700 - 999 EUR	15%
1000 EUR and more	12%

Household income level per month, per one person, net:

Income level	% of Online Panel
Till 299 EUR	31%
300 – 599 EUR	41%
600 – 799 EUR	12%
800 EUR and more	16%

Size of household

Number of people in the household	% of Online Panel
1	13%
2	35%
3	22%
4	20%
5 and more	10%

Administrative territory

Territory	% of Online Panel
Vilnius county	30%
Kaunas county	22%
Klaipeda county	12%
Siauliai county	11%
Panevezys county	6%
Utena county	5%
Telsiai county	4%
Alytus county	4%
Marijampole county	3%
Taurage county	3%

Age

Age	% of Online Panel
15-19 years	11%
20-29 years	20%
30-39 years	19%
40-49 years	21%
50-59 years	17%
60-69 years	12%

Gender

Gender	% of Online Panel
Male	46%
Female	54%

Language

Main language	% of Online Panel
Lithuanian	93%
Other	7%

Industry of employment

Industry	% of Online Panel
Wholesale and retail trade	23%
Manufacturing	9%
Education	8%
Accommodation, catering, other services	13%
Buildings, construction, real estate	6%
Transportation and storage	4%
Health and social work	4%
Public administration	7%
Administrative and support services	5%
Professional, scientific and technical	2%
Financial, insurance activities, banking	4%
Arts, entertainment	2%
Other	12%

Level of occupation

Occupation	% of Online Panel
High and middle level manager (company or department manager)	5%
Professionals, specialists working at office	44%
Plant, warehouse and other physical work	17%
Service, sales and support workers	17%
Craft and related trades workers	4%
Other level	13%

>> Socio-demographic profile of Online Panel in **Latvia**
Size of the panel: 25 800 respondents

Personal income level per month, net:

Income level	% of Online Panel
No income	4%
Till 299 EUR	16%
300 – 499 EUR	23%
500 – 699 EUR	27%
700 - 999 EUR	20%
1000 EUR and more	10%

Household income level per month, per one person, net:

Income level	% of Online Panel
Till 299 EUR	32%
300 – 599 EUR	42%
600 – 799 EUR	15%
800 EUR and more	11%

Size of household

Number of people in the household	% of Online Panel
1	8%
2	30%
3	25%
4	23%
5 and more	14%

Administrative territory

Territory	% of Online Panel
Main regions:	
Riga	34%
Riga District	20%
Vidzeme region	11%
Zemgale region	12%
Kurzeme region	12%
Latgale region	11%
Largest cities:	
Riga	34%
Daugavpils	3%
Jelgava	5%
Jekabpils	1%
Jurmala	3%
Liepaja	4%
Rezekne	1%
Valmiera	2%
Ventspils	2%

Age

Age	% of Online Panel
15-19 years	7%
20-29 years	20%
30-39 years	19%
40-49 years	20%
50-59 years	20%
60-69 years	14%

Gender

Gender	% of Online Panel
Male	49%
Female	51%

Language

Main language	% of Online Panel
Latvian	68%
Other (mainly Russians, Ukrainians, Belarusians)	32%

Industry of employment

Industry	% of Online Panel
Wholesale and retail trade	14%
Manufacturing	10%
Education	7%
Accommodation, catering, other services	9%
Buildings, construction, real estate	10%
Transportation and storage	6%
Health and social work	5%
Public administration	11%
Administrative and support services	8%
Professional, scientific and technical	1%
Financial, insurance activities, banking	8%
Arts, entertainment	1%
Other	10%

Level of occupation

Occupation	% of Online Panel
High and middle level manager (company or department manager)	9%
Professionals, specialists working at office	43%
Plant, warehouse and other physical work	18%
Service, sales and support workers	15%
Craft and related trades workers	5%
Other level	10%

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